

NOAA's Preserve America Initiative Grants (PAIG)

Full Proposal Guidelines

Due February 20, 2008

**(Only for Pre-proposals that have received an invitation
from the Review Committee)**

Instructions: All individuals considering Proposals **must** consist of a Cover Page, Abstract (Part A), the **required elements** under Project Description (Part B) and Project Approach (Part C), and a Budget (Part D). These are the evaluation criteria. If the required elements are not included, the proposal will not be considered by the review committee. There are additional **optional** elements in Parts B and C, which allow reviewers to give extra points to your proposal. Part E is also an optional component that provides for bonus points. It is not required for proposals to address each additional criterion. However, the more criteria each proposal incorporates, and the higher the score for each criterion, the higher the proposal will rank.

The entire proposal must not exceed five (5) pages, **excluding** the Cover Page and Budget table. Limit your narrative for each section by writing comprehensive yet concise descriptions. Attach additional information as appendices.

Please use a standard 12 point font for all text (not including figures or tables) and a one inch margin on all sides. Provide **10 complete copies** of your proposal to the Project Coordinator listed below. At least one copy must remain UNBOUND. Simply use a paperclip or bull-clip for this copy. The other copies may be stapled. No fancy binding is required or desired.

Cover Page

Please use the format of the PAIG Cover Page, attached at the end of these Guidelines, as the first page of your proposal. This page does not count toward the five page limit, but provides title and y contact information.

Part A: Abstract

Required: Write a brief (we encourage no more than half page) narrative providing an overview of the project.

Part B. Project Description

How does your project address the Preserve America Initiative **Criteria**? Provide a narrative response to each of the following **Required Elements** (which are based on the criteria), and the additional elements, if they apply. To what degree does your project accomplish each? Be as quantitative as possible, including measurable outcomes where feasible.

Required Elements:

- B1. Protect or enhance **historic NOAA properties or heritage assets** that are in danger of being lost (real property, instruments, documents, photographs, and other materials that have helped advance knowledge of the environment). Describe the degree of risk of their loss, quantitatively, if possible. (15 points)

- B2. Relate to **NOAA's mission** and current or historical efforts to fulfill that mission. (5 points)
- B3. Incorporate **unique local or regional cultural heritage**. (5 points)
- B4. Expand existing **partnerships** or develop new ones. Be sure to differentiate between existing partnerships and new partnerships, and describe the degree of expansion for existing partnerships. If this is not applicable to your project or activity, please explain why. (10 points) (A partner is a participating organization or agency that is *external* to NOAA.)

Additional Element:

- B5. Describe new or enhanced **crosscutting** opportunities within NOAA. (5 points) (A crosscutting opportunity involves one or more different offices or programs of NOAA.)

Part C. Project Approach

How do you plan to accomplish your project goals? Briefly describe the tasks involved, schedule or timeline for implementation.

Required Elements:

- C1. Tasks and Schedule: Briefly list each task, the lead for each task (NOAA office or partner), and schedule or timeline for implementation. Please link the task to the budget, include progress milestones, deliverables or products, and quantitative measures of success or accomplishment. You may provide this information in a table or matrix, or if it is easier, in a descriptive manner (written out paragraphs). (15 points)
- C2. Partnerships: IF you have partners involved in the project, a letter of support that specifically describes the level of participation (monetary, volunteers, in-kind support) and a point of contact is **required** from each. These should be attached in an appendix.

In this part of C2, please list each partner and add any *additional* information that you feel explains the partnership that may not already be described in the partner's letter. The greater the percentage of costs covered by partners, the higher the proposal will rank. (10 points)

Additional Element:

- C3. If this project can be scaled or tailored to local needs and implemented elsewhere (transferability), briefly describe how. (5 points)

Part D. Project Budget

Required: Budget: What is the cost to implement the project? Include a brief budget narrative and a tabular budget breakdown by line item (i.e. labor, facilities, equipment, supplies, travel, etc.) showing costs and how they will be distributed among partners, if partners and/or other NOAA offices are included. If possible, organize the budget by task. Please separately identify direct costs to be paid by the PAIG Grant, by an office dollar match, or through in-kind contributions, using your best estimate of the value of the in-kind contribution. Please note that matches are not required, however they can add to your score.

We encourage you to develop a table similar to the example provided (attached at the end of the Guidelines) with modifications as needed. The table can be inserted in the proposal *after* Section

E. Where possible, include references to milestones, deliverables or products, and measures of success. (15 points)

Part E. Bonus Elements (up to 20 bonus points possible)

- E1. Economic benefits: Does the project provide economic benefit by increasing educational and/or commercial value of NOAA assets and their accessibility *to the public*. (Economic benefits include heritage tourism, developing a “sense of place” for local residents, dissemination of historical information or displays that may have tourism value, as well as direct economic benefits to a community.) Providing valid quantitative benefits in terms of dollar amounts will strengthen your proposal.
- E2. Describe the magnitude and diversity of the project’s intended audience.
- E3. Briefly highlight any unique aspects of this project that have not been adequately described above.

Point of contact: Heidi Lovett
NOAA/NMFS
F/SF5, SSMC-3, Rm 13335
1315 East West Highway
Silver Spring, MD 20910
(301) 713-2337 x177
heidi.lovett@noaa.gov

PAIG COVER PAGE FORMAT

Heading: PAIG 2008

Project Title:

Project point of contact:

Name :
Full mailing address :
NOAA line office :
(NESDIS, NMFS, NOS, NWS, OMAO, OAR, or PPI)
Telephone number :
Email :

Amount requested:

Match amount (if applicable) in dollars:

Approx. value of in-kind services in dollars:

List of partners:

Proposal package sequence (Check off as each is included):

- | | |
|-------|---|
| _____ | 1. Cover page |
| _____ | 2. Proposal, parts A, B, C, D, and E (as appropriate); text limited to 5 pages. You may insert the budget table <i>after</i> Section E. |
| _____ | 3. Letters of support from all partners (required element for all projects that include partners) |
| _____ | 4. Supplemental materials as needed (photographs, inventories, etc., but please keep to a minimum) |